



Order / Rev: 723440  
 Alt Order #: 06384871  
 Flight Dates: 10/20/12 - 10/22/12

Advertiser: Priorities USA Action  
 Product Desc: PRIORITIES USA ACT  
 Estimate: 1788

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	10/22/12	10/22/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$2,400.00		0.00			
E 4	WKYC	10/20/12	10/20/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	1:00	1	\$7,600.00	P-5	0.00	NM	0	\$0.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$7,600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	10/15/12-10/21/12		Sat 6-630p		6-630p	-----Sa--	1:00		<del>(\$7,600.00)</del>		0.00	NM		
Credited															
E 5	WKYC	10/20/12	10/20/12	Sat 730-8p Sat 730-8P	CM	730-8p	-----S-	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$2,400.00		0.00			
E 6	WKYC	10/21/12	10/21/12	Sun 1230x-130x Sun 1230x-130x	CM	1230a-130a	-----S	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
ET WKD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$600.00		0.00			
													Totals	5	\$8,000.00